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Kellogg's

GREAT CROPS OF
STRAWBERRIES
And Other
FRUITS
1943



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U. S. Department of Agriculture



R. M. KELLOGG COMPANY, Three Rivers, Michigan



Now!

Here at last is a new money-maker for small fruit growers—a new delight for the home gardener. Cultivated Blueberries satisfy the ever-changing tastes of customers—satisfy their desire for something new and better. They will quickly buy beautiful, delicious and extra large, cultivated berries at good profit making prices.

Note the Size

of the cultivated Blueberries in the picture at the left. Very often the berries do get that large. The picture is not exaggerated. It only shows what can be done with this newest of tamed fruits.

PRICES

3 plants for \$3.95

6 plants for 7.70

12 plants for 15.20

We send you three varieties properly mated. We do not accept orders any other way, as we want to be sure the plants are mated for best fruiting. Plant them in close proximity—about 5 to 7 feet apart will do.

They Grow on
Dry Land
A New Discovery

Now cultivated Blueberries can be grown on ordinary dry land. New and simplified cultural methods with mulching in place of water have been discovered—make growing easy. See paragraph headed "Easy to Grow" at right.



R. M. Kellogg Co.
Three Rivers, Mich.

Blueberries

**BLUEBERRIES
ARE THE NEWEST
TAMED FRUIT**

COME UP FROM THE BOGS TO MAKE MONEY FOR YOU

Here are the advantages of Cultivated Blueberries:

- (1) **Berries juicy, mild, and delicious.** Pulp, meaty; seeds, small.
- (2) **Berries large.** Two to three times as large as the wild varieties.
- (3) **Last a lifetime.** Long life makes them very economical to buy.
- (4) **Berries bring high prices.** 40c to 60c per quart.
- (5) **Large profitable crops.** Berries are produced in fine large clusters. Four-year-old plants usually produce around 800 to 1,000 quarts per acre, bringing you an income of \$300 to \$600; older plants more. First crop brings your money back. Fruit ripens over several weeks. Six plants enough for the average family.
- (6) **Fine for the health.**
- (7) **Ship well.** Solid and firm; they have proven their shipping qualities.

WE SUPPLY ONLY THREE-YEAR PLANTS

These are the best age for planting, and you should not bother with the small sorts that take several years to bear. These three-year-old plants will fruit one year after planting. **Really they are four-year plants, as they have had three years in the nursery field, and one year in the cultivating bed—total, four years.** Fancies! Plants will come to you pruned ready for planting.

MATED PLANTS

We offer only the leading varieties of Blueberries, and furnish you with groups of three, six, or twelve plants properly mated. Just plant them close together, and they will produce fine fruit—5 to 7 feet apart.

HURRY YOUR ORDER

You should be one of the first to have Cultivated Blueberries, therefore we urge you to hurry your order and have plants reserved—no extra charge for reserving plants—just send one-third of remittance with order. You can specify approximate shipping date. We have only a limited supply, so this is important.

(8) **Excellent quality.** Size and flavor is much better than wild fruit.

(9) **Easy to grow.** The new varieties of Blueberries are easy to grow. Simply set them about 5 to 7 feet apart. Moist soil is OK, but, with mulching, **they can be grown on high, dry land of most any type;** wet soil not absolutely essential. Also see that soil is acid. Peat Moss will supply the acid—about one-third of a bushel to two-thirds of soil mixed in the hole before setting, around the roots. Other acidifiers are oak leaves, woodland soil, or aluminum sulphate.

And don't forget mating, several varieties should be planted. We sell Blueberries only in groups, of three different varieties, our choice, so all you need to do is plant them in close proximity, and they will be properly mated.

(10) **Easy to pick.** Grow upright—no sprawling.

(11) **Fine for home gardens.** All the points above make Blueberries fine for home culture as well as commercial culture.

Ornamental

Blueberries can be planted with beautiful ornamental effect. They grow up to six or eight feet tall, and have dark-green glossy foliage which turns to brilliant shades of red and crimson in the fall. The blooms are bell-shaped and pinkish white. Berries produced in beautiful clusters. See prices on page at left.



BOYSENBERRY

A New Table Delight and Money Maker

Combined Flavor of Raspberry, Blackberry and Loganberry

Umm! Doesn't it sound delicious! This new berry takes the dullness and monotony out of life by giving us a new taste thrill. In it are combined all the delights of Raspberries and Loganberries, plus the spicy snap of Blackberries. Here is a new opportunity for you to improve your garden, and make some money too. No new fruit of recent years has created the sensation that Boysenberry has created. Here are its many advantages:

(1) **New! People are always looking for new taste sensations**—and new berries are usually scarce—no glutted markets—**good prices.**

(2) **New Huge Size!** Berries approximately 2 inches by 1 inch.

(3) **New Rich Flavor!** Combined flavor of Raspberry, Blackberry and Loganberry—a new thrill for your palate—something you have never tasted before—rich, satisfying, delightful.

(4) **Quick Bearing!** Fruit one year after planting. Important—they **make money for you quickly.**

(5) **Hardy!** We offer a strain of Boysenberries, entirely hardy in the North. Require very little winter protection.

(6) **Healthy!** Boysenberries are hardly subject to disease at all—a most important advantage.

(7) **Utility!** Have many uses—pies, preserves, canning, shortcake, cordials, or fresh from the vine.

(8) **No Hard Seeds!** Such seeds as there are in Boysenberry are very soft, and do not get in the teeth. Practically speaking, Boysenberry has no seeds.

(9) **Succeeds In Varied Climates!** Reports from trial plantings made in various parts of the world have been very favorable. It is surprising to find a superior variety giving equally good results in Georgia, New York, New Zealand and Norway.

PRICES

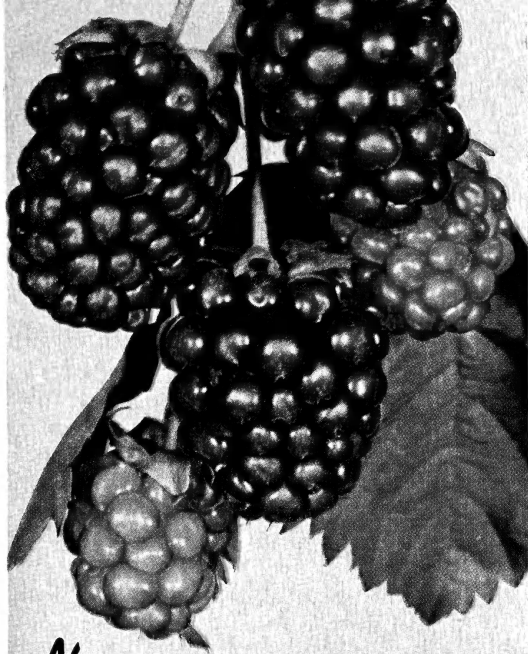
Regular Boysenberry

6	for \$0.46
12	for .82
25	for 1.53
50	for 2.85

Grows on Trellis—Easy to Pick!

Boysenberries are as easy to train and manage as grapes. They are much easier to pick because of this convenient habit of growth, and because they have **unusually long fruit spurs** which project the berries well away from the vines, so that they can be easily reached by pickers.

This point alone would make picking easy, but in addition the **large size fruit** makes less labor, and **quicker fill-up of the box.** Only a fraction as many Boysenberries are needed to fill a box as Blackberries. **Picking is easier and cheaper,** and customers buy the fine large berries more readily. Trellis should be 4 to 5 feet high.



Now
THORNLESS
Boysenberry

This new thornless Boysenberry ripens about **three weeks** earlier than the regular variety. Cultural directions are the same, and, except for being somewhat smaller than the regular Boysenberry, the thornless variety has all the advantages plus the thornless advantage. Flavor of the thornless variety has more of a tang than the regular variety.

Prices, Thornless Boysenberry

3 for	\$.58
6 for	1.10
12 for	2.10
25 for	4.10
50 for	8.00

Important: Prices above apply to the Thornless variety only. Prices of the standard Boysenberry at left.

CULTURAL NOTE

Plant all Boysenberries at least 5 to 7 feet apart, 8 to 10 feet is even better for commercial planting, and train new growth in both directions. For winter protection mulch with straw or coarse stable manure. Grow them on a trellis. Ordinary sandy loam best; good drainage.



*Keep 'Em
Smiling*
BUY
U.S.
WAR *Bonds*

Happy smiles thrive only under democratic self-government. They vanish under tyrants. Buy U. S. War Bonds to protect your homes, your children, and your freedom.

Every bond you buy builds you a future. Buy one a month, and ten years from now they will start paying you back a steady monthly income equal to their face value. They can be cashed earlier at lesser figures, but always they are worth as much as you paid for them or more. Go to your Bank or Post Office, and ask for full details.

NOW! *No Seeds!*

Seedless Concord Grapes

Who wants to chew seeds! Not you! Not I! Not your customers! If you grow these new seedless Concord Grapes for your own table, you will be delighted at their freedom from seeds—no embarrassment in disposing of them. If you grow Seedless Concord for market, your customers will be delighted, and will come back for more at good prices. This is the biggest improvement that has been made in Grapes for years.

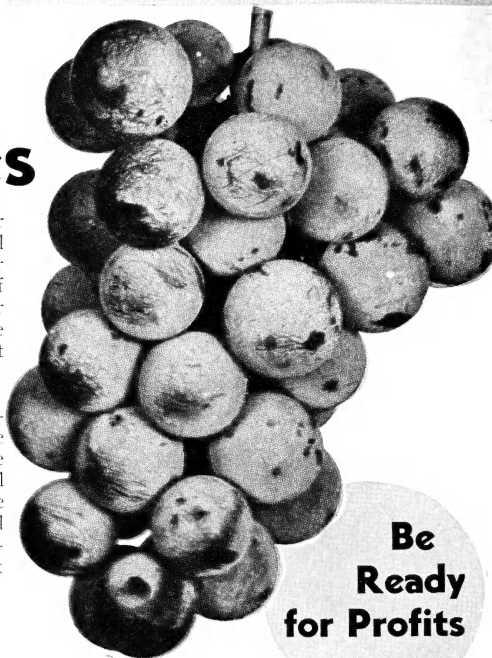
The new Seedless Concord Grape is just like other Concord, excepting that the berries are smaller. They have the same delicious flavor as the regular Concord, the same appetizing blue-black color—the same beautiful compact bunches. **PERFECTLY HARDY.** We urge all of our customers to try the new Seedless Concord Grape. It will soon replace the regular Concord everywhere, and you will be behind the times if you do not have it. **Prices below.**

Prices

Seedless Concord Grape

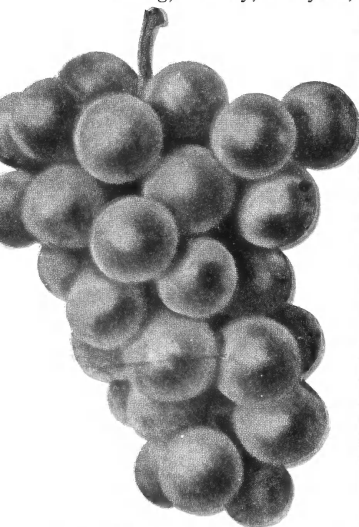
1 for \$0.95	3 for \$2.60
2 for 1.80	4 for 3.40
6 for \$5.00	

Strong, healthy, two-year, field-grown plants.



**Be
Ready
for Profits**

Plant a trial order of Seedless Concord Grapes this year, and know their value from your own experience. Be ready to plant heavily, with confidence, as soon as plants are available in quantities.



Cultural Note: Plant all grapes, including Golden Muscat and Seneca, on opposite page, about 8 feet apart, in good or ordinary sandy loam soil; full sun.

Other Grapes

Here are the best standard Grapes:

Caco (Red). Finest of all red Grapes. Juicy, sweet, extra early, large, long compact bunches.

Catawba (Red). Large amber-red fruit. Late.

Delaware (Red). Hardy, heavy producer, delicious, fine table Grape.

Fredonia (Black). Fine, large, plump, juicy. Two weeks earlier than Worden!

Moore's Early (Black). One of the earliest of blacks. Peculiar sweet flavor. Hardy, prolific.

Niagara (White). Large bunches Hardy. Succeeds everywhere. Sweet and delicious.

Portland (White). Newest white Grape. Earlier than any other

Grape. Berries larger and better than Niagara, sugary and sweet. Hardy. Productive.

Sheridan (Black). More delicious, richer, and better than Concord. One week later. Excellent keeper. Extra fine for shipping. Latest Grape known.

Worden (Black). Very hardy, healthy, and productive. Fruits early.

Prices: All Grapes excepting Concord and Seedless Concord, 1 for 22c; 3 for 47c; 6 for 89c; 12 for \$1.68; 25 for \$3.25.

CONCORD (Black). Regular variety with seeds. Prices: 20c each; 3 for 39c; 6 for 52c; 12 for 93c; 25 for \$1.75.

Now **Delicious California-type Grapes** *In the North!*

Now you can grow those delicious California-type Grapes in the east and in the north—just as good, just as sweet, just as firm—**DELICIOUS!** Two varieties as follows:

Golden Muscat

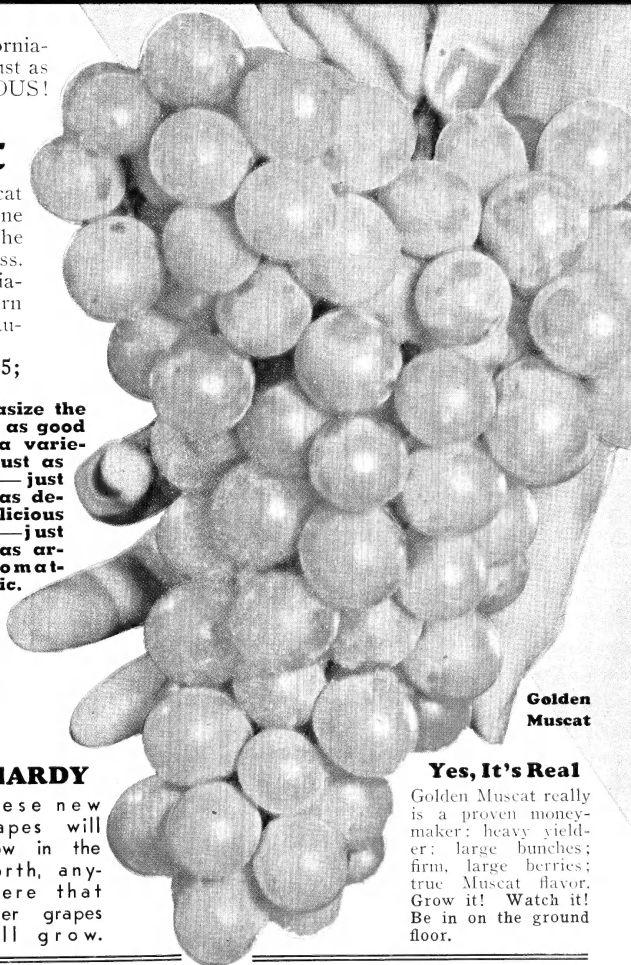
An amazing cross between California Muscat and hardy Northern varieties—all the fine deliciousness, meatiness, and firmness of the California varieties plus Northern hardiness. A fine commercially successful California-type grape that grows wherever Northern Grapes grow. Bears large quantities of beautiful clusters; ships well—**money-maker!**

Prices: 1 for 88c; 2 for \$1.60; 4 for \$3.25; 6 for \$4.85.

Again we emphasize the fine flavor—just as good as the California varieties—just as sweet—just as delicious—just as aromatic.

HARDY

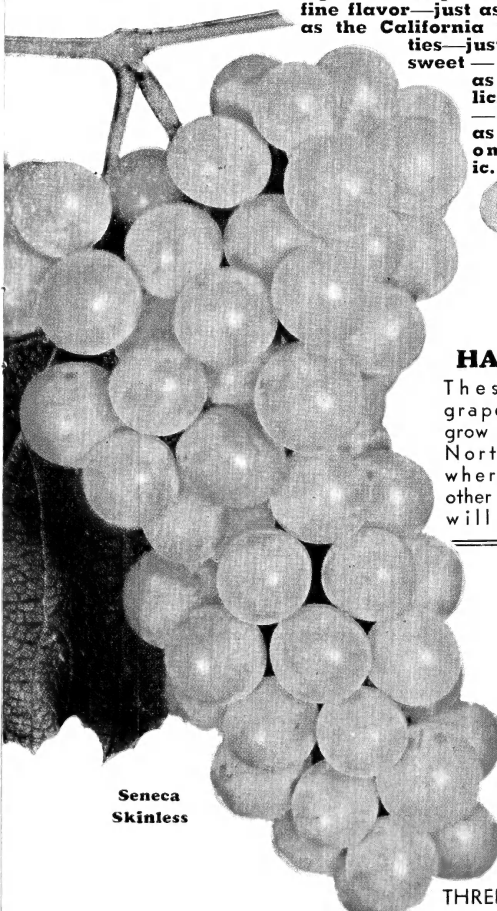
These new grapes will grow in the North, anywhere that other grapes will grow.



Golden Muscat

Yes, It's Real

Golden Muscat really is a proven money-maker: heavy yielder; large bunches; firm, large berries; true Muscat flavor. Grow it! Watch it! Be in on the ground floor.



Seneca Skinless

Seneca Skinless Grape

Just a nice tender munch, and a sweet juicy crunch, with no skins to worry about—that's the new Seneca Skinless Grape.

Seneca is the newest of the hardy California-type Grapes, and has this important quality of edible skin. Flavor sweet, melting, and delicious; vine vigorous and productive; bunches good size.

Try a vine or two, and be ready to grow Seneca commercially when plants are available in sufficient quantities. Probably not enough for all of our 1943 trade at these new low prices.

Prices: 1 for 95c; 2 for \$1.80; 3 for \$2.60; 4 for \$3.40; 6 for \$5.00.

THREE RIVERS, MICHIGAN

Save a Year
AND MAKE MORE MONEY

NEW PARADISE ASPARAGUS

It is not very often that a new opportunity for profit is offered to growers. When such an opportunity does occur, it is real news!

A NEW MONEY MAKER

The new Paradise Asparagus is of particular interest not only because it is such a fine strong grower, but because of the great profit making possibilities it offers.

Here we have a better asparagus that grows a larger crop a full year earlier, and continues to produce heavier crops year after year.

THAT MEANS returns one year sooner, and larger returns each year after that.

IT MEANS that the land is not tied up without income during the extra year required to bring ordinary asparagus to a profitable crop.

IT MEANS more profit in less time.

GREATER SALABILITY

Paradise Asparagus has an unusually pleasant flavor, and the stalks are huge and crisp. Added to this is the fact that Paradise Asparagus is ideally suited for freezing. With the present decided trend toward freezing fruits and vegetables for the market, this quality means greater salability.

Here is a rare chance for growers to capitalize on a NEW item—a chance that offers greater profit possibilities from asparagus than is possible with any other variety.

Prices, Paradise Asparagus

Strong, Healthy, One-year Plants

12.....	\$0.40	100.....	\$1.75	400.....	\$ 5.70
25.....	.59	200.....	3.10	500.....	7.00
50.....	.97	300.....	4.40	1000.....	13.50

See more details at right.

**R. M. Kellogg Co.,
Three Rivers, Mich.**

New Paradise Asparagus

Huge Crisp Stalks

This sensational new variety produces stalks that are large, crisp and tender, with exceptionally fine flavor. **Only six or eight stalks required to the pound.** One-year-old plants have shown stems as large and stalky as ordinary two or three-year-old Asparagus.

One Year Earlier

Paradise Asparagus set out in the spring grows rapidly, developing extra large plants, as shown in the photograph at the left, **that same year.** Actually produces **one year earlier** than any other variety. It is easy to understand why this fine new type is causing such a sensation.

Long Lasting

Paradise Asparagus not only starts production earlier than other varieties, but continues year after year, bearing larger crops all the time. Some growers say it produces twice the crop that ordinary Asparagus does.

PRICES

Paradise Asparagus Plants

Strong, healthy, one-year-old plants.

12—\$.40	100—\$1.75	400—\$5.70
25— .59	200— 3.10	500— 7.00
50— .97	300— 4.40	1000—13.50

Cultural Instructions

Plant Paradise Asparagus plants in a furrow 6 to 10 inches deep, and space the roots 20 to 24 inches apart in the row. When the plants are set, cover only about 2 inches deep. As they grow, work more dirt to them until the furrow is filled. This gets the crowns down deep, so they will not be injured by cutting. Allow the plants to fern (grow tall tops) each Summer and Fall, to permit them to recuperate and be ready for cutting the following Spring.



**BUY
U. S.
WAR
BONDS**

Keep 'Em Smiling!

Win this war and America will continue as a country where happy smiles flourish—for you and for your children. Buy War Bonds and you aid in the victory. They are excellent investment, too. How about college for the youngster later, for example?

Washington ASPARAGUS

Asparagus takes such an exceedingly small amount of care and is such a consistent money-maker, that we unhesitatingly recommend it as one of the best cash crops you can plant. Customers will pay premium prices for the juicy, delectable stalks from your rust proof Martha Washington variety.

Produces Year After Year

The small amount of care is a great advantage. Once Asparagus is planted, it comes up year after year with scarcely any attention, and is exceptionally easy to harvest and market.



Washington
Asparagus

RUST PROOF

We furnish the Washington Giant rust proof variety. This is remarkably free from disease and produces unusually large crops; and the stalks are unusually tender and juicy. You will get plump stalks in one year from planting, and it will continue to produce for about twenty years. Cultural instructions, below left.

PRICES

Washington Asparagus

	1 yr.	2 yr.
12 for.....	\$0.30	\$0.38
25 for.....	.40	.46
50 for.....	.60	.72
100 for.....	1.00	1.25
500 for.....	3.25	4.50
1000 for.....	6.00	8.50
2000 for.....	11.50	16.50

GIANT VICTORIA RHUBARB

Few vegetables are as healthful and appetizing as Rhubarb, and few are more profitable. Very easy to grow—practically takes care of itself once it is established.

We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large, roots extra strong. Our prices this year are exceedingly low.

PRICES: VICTORIA RHUBARB

6 for.....	\$0.60	75 for.....	\$4.20
12 for.....	.95	100 for.....	5.40
25 for.....	1.70	500 for.....	23.80
50 for.....	3.00	1000 for.....	46.00



Giant
Victoria
Rhubarb

Join the



N. C. ADKINS

(1) Note—Mr. Adkins had 1,000 Premier, 100 Dorsett, 100 Fairfax—picked 1,300 quarts fancy berries—letter right.



(2) Above is picture of T. Lea Cairns, who finds Kellogg plants best after 20 years' experience. See letter at right.



(3) \$1,000 from one acre—James R. Fausett, of Indiana (picture above) made a real profit from 6,000 plants. Read his letter above.



(4) August Schultz, 2,000 quarts from 2,000 plants is the yield obtained by August Schultz. Mr. Schultz's letter above.



(5) "Kellogg plants are fine. I bought 600 and sold 500 quarts, mostly 25c." —Preston W. Buffington, Rhode Island. (Picture above.)

Extra care, careful selection of mother plants and extra money spent by Kellogg's in the nursery does produce more productive strawberry plants. The experiences of Kellogg customers prove it. Here are only a very few letters out of the many hundreds that we have in our files.

Many Large Fancy Berries

(1) "The strawberry plants we bought from you did extra well. The Premier did the best. I have never seen plants bear so many large fancy berries. We had 12 rows 150 feet long that bore 13 hundred quarts."—N. C. Adkins, Michigan.

Best in 20 Years

(2) "I have been in my present location for twenty-five years, and in that time I have set out an average of one hundred strawberry plants, 20 out of the 25 years I've been here, and have got my plants from Arkansas to Michigan. Probably a dozen different plant growers. I found your Premier strawberry the best for this country and your plants were the best that I ever received. Well-rooted and 98% of them lived."—T. Lea Cairns, Kansas.

6,000 Plants Bring \$1,000.00

(3) "I have had good luck with Premier this past season. I sold over \$1,000.00 of Premier berries. I bought of you 6,000 plants. Average price received was 12½c per quart, and had 335 crates. From now on I will set only Premier plants."—James R. Fausett, Indiana.

2,000 Plants—2,000 Quarts

(4) "I have tried many different kinds of berries but Premiers are the best. Two years ago I set 2,000 plants, the following year I picked 2,000 quarts."—August Schultz, Michigan.

(5) See testimonial given under picture.

Money Makers

The Best That Can Be Bought

(6) "Kellogg's plants are the best plants that can be bought. In the spring of 1941 I bought Dunlaps and Premiers and you made me a gift of Blakemores.

"I find that the Premiers are the sweetest but for this part of the U. S. the Dunlaps and Blakemores are the most suitable, but all three varieties made me plenty of money.

"I am very well pleased with the plants and expect to make even more from them next year than I did this year and this year's profit being very good.

"Even in the face of the sugar shortage I turned away so many orders for cases that I could not count them."—G. C. Fritch, Iowa.

100 Plants—125 Quarts

(7) "Two years ago I purchased 100 of your strawberry plants, this year I picked 125 quarts of the finest berries anyone in this neighborhood ever saw, what I did not use I gave to my friends. Any number of people told me to name my price if I would only sell them the berries. I cannot say enough for your plants and you can expect orders from this neighborhood in the spring."—E. M. Merfeld, Illinois.

Profit With a Capital "P"

(8) "The Gem Strawberries are rightly named. And they are prolific with a capital P. You may have my order next year for an order of 1,000 Gems. People order a box today and they want two more tomorrow. Of course, I have to disappoint them. But next year with another thousand growing I expect to branch out. My profit so far is over 300 per cent. Not bad, eh?"—John J. Crowley, Massachusetts.



**THIS
SPACE
RESERVED
FOR
YOU!**

Once you have bought Kellogg plants and experienced their fine fruitfulness, you too will have many nice things to say about them. This space is for your letter. Or if you don't care to write a letter, tell your neighbors and friends, as many others do. Just give Kellogg plants a trial and we know that you will make just as good profits as these others have made.



(6) "Kellogg's plants are the best plants that can be bought," says G. C. Fritch of Iowa, picture above. Read Mr. Fritch's entire letter.



E. M. MERFELD
(7) Mr. Merfeld says Kellogg's plants produce the finest berries that he ever saw. Read his letter.



(8) Prolific with a capital P, says John J. Crowley of Massachusetts. Profit 300 per cent. His letter appears above.

Kellogg's



"The everbearing Gem can't be beat. I picked 171 quarts the first year and 360 quarts the second off of 200 plants in spite of drought." — Harry Bishop, Indiana.

Kellogg's

GEM

Gem is the everbearing variety that competes in June with standard June varieties, and in addition fruits in the fall. **Gem is the money-making everbearer.** Its berries are solid and carry well to market. They are well-shaped, well-colored, and deliciously flavored. Plants: healthy, vigorous, drought resistant, productive. Grow in narrow rows for best results. Does not require mating. **Prices at right.**

GEM PRICES	
25 for	
50 for	\$0.49
75 for	.77
100 for	1.06
200 for	1.35
300 for	2.30
500 for	3.20
1000 for	5.00
	9.50

*"What is so rare
as a day in June"*



KELLOGG'S



This garden is composed of 100 Gem and 100 Mastodon, and will produce all the berries your family can eat. Remember that the everbearers

**200
PLANTS**
Special Price
\$2.75

[12]

EVERBEARING STRAWBERRIES

MASTODON

Huge size gave Mastodon its name. High-quality, well-flavored, attractive fruit made it outlast all others. Mastodon has had the longest popularity run of any everbearer; and still going strong. Hardy; vigorous; heavy-yielder of extra large bright, red berries, of splendid flavor. Easily grown. Narrow rows are best. Does not require mating.

For home garden purposes, we recommend the everbearing varieties. We especially recommend Kellogg's Everbearing Garden, 100 Gem and 100 Mastodon. See description below.

The everbearers are delicious when you grow them yourself.

MASTODON PRICES

25 for.....	\$0.57	200 for.....	\$3.00
50 for.....	.95	300 for.....	4.25
75 for.....	1.32	500 for.....	6.75
100 for.....	1.70	1000 for.....	13.00

Cultural Note: Everbearers, because they make few runners, can be planted closely. Many make the rows 30 inches apart, and plants 15 inches apart in the row; thus your plants occupy less ground, and are easier to manage. Keep all blossoms off until the first of July the first year.

*They also bear
when the
FROST
is on the
pumpkin*

EVERBEARING GARDEN

not only fruit in the fall but also in June. The best garden for fresh-from-the-vine eating. \$3.05 value.

SEPTEMBER

1 2 3 4 5
6 7 8 9 10 11
13 14 15 16 17 18
20 21 22 23 24 25

NOVEMBER

OCTOBER



PRICES

25 for	\$0.42
50 for	.65
100 for	1.10
200 for	1.80
300 for	2.45
500 for	3.75
1000 for	7.00

Strawberries That Have

Kellogg's

For proper fruiting of Kellogg's Big Late, plant in alternate rows with Kellogg's Beauty. Highly fruitful, highly profitable when grown this way.

Big Late

Smart growers will take advantage of lateness as well as earliness, and plant Kellogg's Big Late, cashing in handsomely. The late berries will sell readily at high prices.

One customer writes: "More than \$1,200.00 from one-half acre."

Big Late berries are borne on tall, strong, upright fruiting stalks, well above the sand and dirt where they keep clean for your customers!

They are sweet and delicious, so that customers want more. Beautiful, medium dark red clear through. Plants healthy and vigorous, easy to grow. Big Late grows well under any system, but prefers narrow rows. Prices just above picture.



Big Late

TWO Money Makers

DORSETT

(Bi-Sexual—Does not require mating.) A big solid beauty that is one of the very best money-makers—profits up to \$1,000.00 per acre.

Extra early, but immune to frost, drought, and excessive rain. Fruits extra early to late. Berries keep, ship and hold color well. Deliciously sweet, fine canner.

FAIRFAX

(Bi-Sexual—Does not require mating.) Just as good as Dorsett but slightly later—resistant to frost and disease—succeeds anywhere. Berries are deep red clear through, firm and solid and bring high prices on any market—will attract the customers away from the cheap shipped-in berries.

Prices Dorsett and Fairfax

25 for.....	\$0.42	100 for.....	\$1.10	300 for.....	\$2.45
50 for.....	.65	200 for.....	1.80	500 for.....	3.75
1000 for.....					7.00

Kellogg's Beauty

Be wise and take all the profit you can get. You will be smart to have the best early variety and the best late variety, but you would also be smart to have the best midseason. That is when Kellogg's Beauty fills in with its own big luscious beauties. By that time maybe you'll think you've had enough strawberries, but one look at Kellogg's Beauty and funny things happen to your appetite; you're off again, eating strawberries by the dishful.

Kellogg's Beauty is a bi-sexual—will fruit alone—or, an excellent mate for Kellogg's Big Late.

Attained Leadership

Strawberry Bargains

Cultural Note

Plant strawberries in rows 3 feet apart, and space them 2 feet apart in the row. Avoid lime; ordinary moisture-requirements; plant in full sun.

Senator Dunlap This variety grows itself, mates itself, and produces big crops of large, well-shaped, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning; housewives and canning factories both find them ideal. A good shipper. Grow in narrow rows for best results. Mid-season, June-bearing, bi-sexual.

Blakemore A big, hardy, strong grower; produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Grow in narrow rows for best results; does not require mating.

Catskill The extra large size of the berries is the feature of Catskill; really huge. Color is brilliant red with bright green calyx—very showy—excellent seller. Plants vigorous and exceedingly productive. Grow in narrow rows for best results; does not require mating.

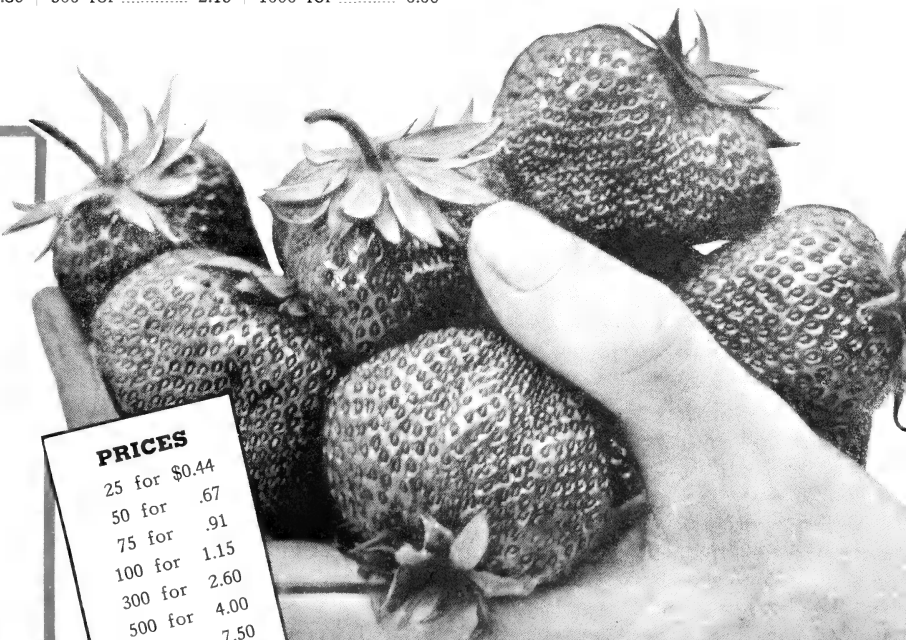
Prices Senator Dunlap, Blakemore, Catskill

25 for	\$0.40	100 for	\$1.00	400 for	\$2.70
50 for60	200 for	1.60	500 for	3.25
75 for80	300 for	2.15	1000 for	6.00



Kellogg's Beauty

Beauty keeps well, sells well, looks well, grows well — makes money for you. Berries big, sparkling, and delicious, beautiful bright red in color. Solid, firm, good shipper. Prices at right.



PRICES

25 for	\$0.44
50 for	.67
75 for	.91
100 for	1.15
300 for	2.60
500 for	4.00
1000 for	7.50



Kellogg's

"The everbearing Gem can't be beat. I picked 171 quarts the first year and 360 quarts the second off of 200 plants in spite of drought." — Harry Bishop, Indiana.

Kellogg's

GEM

Gem is the everbearing variety that competes in June with standard June varieties, and in addition fruits in the fall. **Gem is the money-making everbearer.** Its berries are solid and carry well to market. They are well-shaped, well-colored, and deliciously flavored. Plants: healthy, vigorous, drought resistant, productive. Grow in narrow rows for best results. Does not require mating. Prices at right.

GEM PRICES

25 for.....	\$0.49
50 for.....	.77
75 for.....	1.06
100 for.....	1.35
200 for.....	2.30
300 for.....	3.20
500 for.....	5.00
1000 for.....	9.50

EVERBEARING STRAWBERRIES

MASTODON

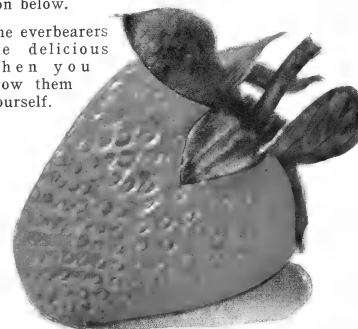
Huge size gave Mastodon its name. High-quality, well-flavored, attractive fruit made it outlast all others. Mastodon has had the longest popularity run of any everbearer; and still going strong. Hardy; vigorous; heavy-yielder of extra large bright, red berries, of splendid flavor. Easily grown. Narrow rows are best. Does not require mating.

For home garden purposes, we recommend the everbearing varieties. We especially recommend Kellogg's Everbearing Garden, 100 Gem and 100 Mastodon. See description below.

The everbearers are delicious when you grow them yourself.

MASTODON PRICES

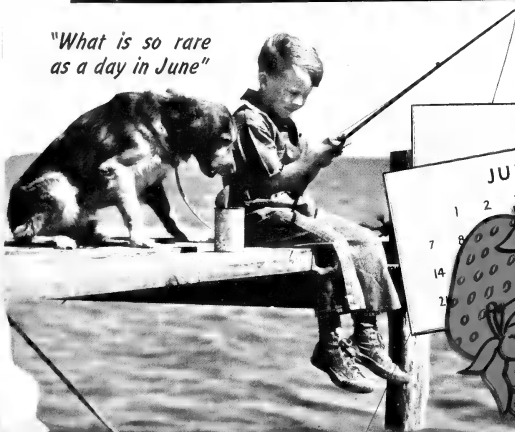
25 for.....	\$0.57	200 for.....	\$3.00
50 for.....	.95	300 for.....	4.25
75 for.....	1.32	500 for.....	6.75
100 for.....	1.70	1000 for.....	13.00



Cultural Note: Everbearers, because they make few runners, can be planted closely. Many make the rows 30 inches apart, and plants 15 inches apart in the row; thus your plants occupy less ground, and are easier to manage. Keep all blossoms off until the first of July the first year.

They also bear when the FROST is on the pumpkin

"What is so rare as a day in June"



KELLOGG'S



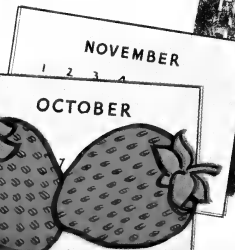
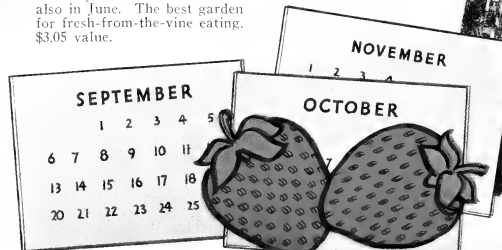
This garden is composed of 100 Gem and 100 Mastodon, and will produce all the berries your family can eat. Remember that the everbearers

200 PLANTS
Special Price
\$2.75

[12]

EVERBEARING GARDEN

not only fruit in the fall but also in June. The best garden for fresh-from-the-vine eating. \$3.05 value.



[13]

Kellogg's American Home

Last Summer we wrote several hundred letters to Kellogg customers asking their help in constructing the best strawberry garden for the average American home. We received many fine replies, and we now believe we are offering you the ideal garden. We are letting our customers tell you about it here, in their own words.

There is Extra Money in a Strawberry Garden

One customer says, "One year I had a little patch of your berries, approximately 50 ft. by 80 ft. We have eight in the family. We used all the berries we wanted, and sold nearly \$100.00 worth to our friends and neighbors. Do you wonder at me being a berry enthusiast? And the soil in which these berries were grown was not exceptionally fertile."

Another customer says, "I have 250 plants, as you know. I got them from you. I sold \$32.91 worth this year, besides what I canned and used and gave away. These berries are the earliest you have. I was selling berries two weeks before anyone else, and we got the big price too."

A man from Illinois says, "I did not have any trouble in selling what berries I had to spare. When people saw the berries, they sure bought. They sold themselves." That's just the way with Kellogg's strawberries—they do sell themselves. They are real money-makers.

Now don't you think that you too should have a Kellogg Strawberry Garden? It will be lots of fun, and will bring you health and profit, in addition to nice fresh berries.



Kellogg's Are Best

"Every home should have a strawberry garden, not simply a strawberry garden, but a Kellogg's strawberry garden!" That's really the gist of the letters we received.

Pages 10 and 11 are devoted entirely to the quality of Kellogg plants. All of these customers have found Kellogg plants to be the best and most profitable.

Strawberry Garden

The customers' letters told us many interesting things about their strawberry gardens. Here are quotations.

Everyone Needs a Strawberry Garden

"There should be a strawberry garden in every back yard. No crop will yield greater returns for the money and time invested. Strawberries are the ideal fruit, and the surplus can be disposed of at a handsome profit," says Fred E. Dennis, Ohio. We add only one thought to this—the healthful and recreational value of a strawberry garden. In these restricted days when cares and worries beset you, you need this fine, outdoor avocation.

Mrs. C. R. Grove, Maryland, says, "I would never think of a garden without strawberries, for they are never at their best until fresh out of our garden. We have the largest, most beautiful berries one would want for all uses."

Extra Fine Berries!

"I never would be without my strawberry garden. This year I picked 200 quarts of berries from 200 Premier plants, that I ordered from Kellogg's, spring of '41. My strawberry garden was a picture."

A lady from Kentucky writes, "I am more than pleased with my strawberry garden. In April of 1941 I ordered 100

plants for a small home garden. In May and June of this year my neighbors and myself picked more than 100 quarts. Each morning they would come in to admire them. They were grand, both in size and flavor."

Another man writes, "I bought your Big Four Garden selection in 1939. Sure had fine berries. Had 11 berries to fill a quart box, a few 16 to a quart."

Another customer says, "I got \$5.00

300 PLANTS \$2.85

The letters from you customers showed us that the ideal American Home Garden should consist of about 300 plants with only enough everbearers for table use in the fall, and that the June varieties should provide berries for all home uses, plus a profit. Below is the garden:

150 Kellogg's Premier (Early).....	\$1.60
50 Kellogg's Beauty (Medium Late).....	.67
50 Kellogg's Big Late (Late).....	.65
50 Kellogg's Gem (EVERBEARER)....	.77

Total Value.....\$3.69

Special Price, Only \$2.85

100 Dollars

VALUE

in Prizes

1st Prize

\$50.00 in NURSERY STOCK

2nd Prize

\$25.00 in NURSERY STOCK

3rd Prize

\$15.00 In Nursery Stock

4th Prize

\$10.00 In Nursery Stock

We offer prizes to American Home Strawberry Garden customers as indicated at the right.

Simply write us a letter in 1944 after you have harvested your first crop of June berries, and state in your own words how many berries you received, and how you liked your Kellogg's American Home Strawberry Garden.

Prizes will be awarded on the basis of largest yield and best letter. In case of tie, duplicate prizes will be awarded.

Contest Closes July 15, 1944

No employees (or members of their families) of the R. M. Kellogg Co., or their advertising agents, can compete.

Judges will be the officers of the R. M. Kellogg Company, and their decision will be final.

All entries become the property of the R. M. Kellogg Co., whether they win or not.

Order your Kellogg's American Home Garden now, keep a record of the number of quarts produced by it in the fall and in the spring of 1944, and then write us your letter. You may be the one to win first prize.

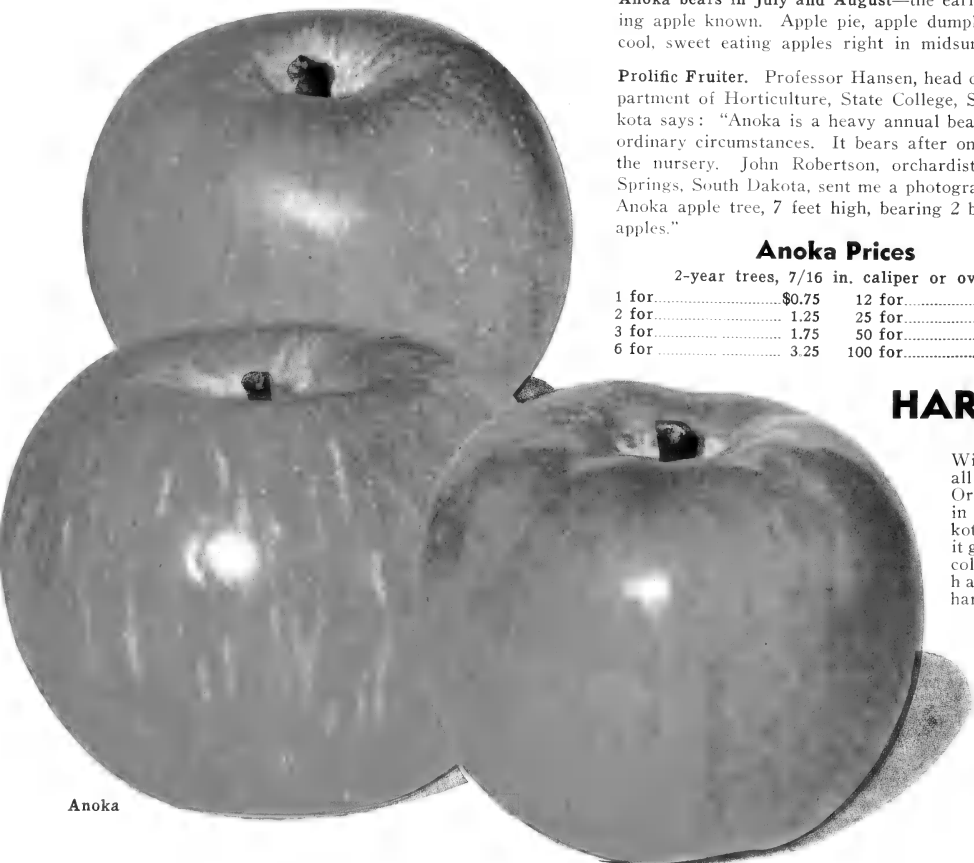
Kellogg's Apple

We offer Only first class, rigidly inspected trees, true to name and especially bred for hardiness and productiveness.

THE KIND THAT ARE

Early ANOKA Apple

Eight Big Crops of Apples at only ten years old is the wonderful record Anoka has made. Fruit better than such varieties as Duchess—a fine early summer eating apple. Apples good size, well formed, beautifully colored, well flavored. Beautiful, upright grower.



Anoka

**SPRING
1943**

The first year is the only year that the Anoka does not bear fruit.

**JULY
1944**

You receive some apples one year after planting.

**JULY
1945**

And now—only two years after planting—you receive a big full-sized crop.

One year after planting you will receive enough apples for eating purposes, and in two years you will receive your first large, full-sized crop. What other Apple will duplicate this performance?

Anoka bears in July and August—the earliest fruiting apple known. Apple pie, apple dumplings, and cool, sweet eating apples right in midsummer.

Prolific Fruiter. Professor Hansen, head of the Department of Horticulture, State College, South Dakota says: "Anoka is a heavy annual bearer under ordinary circumstances. It bears after one year in the nursery. John Robertson, orchardist, of Hot Springs, South Dakota, sent me a photograph of his Anoka apple tree, 7 feet high, bearing 2 bushels of apples."

Anoka Prices

2-year trees, 7/16 in. caliper or over

1 for.....	\$0.75	12 for.....	\$ 5.70
2 for.....	1.25	25 for.....	10.50
3 for.....	1.75	50 for.....	19.50
6 for.....	3.25	100 for.....	38.00

HARDY

Will survive all winters. Originated in the Dakotas where it gets really cold; it just has to be hardy!

Trees

FRUITFUL

Standard Apple Trees

All Kellogg apple trees are first class, rigidly inspected trees, true to name and especially selected for hardiness and productiveness. Plant 32 to 40 feet apart.

Dark Red Delicious. Deep, deep, rich red; juicy and good. Plant Dark Red Delicious and reap extra profit. Sturdy.

Dark Red Jonathan. Prolific. Bears while real young. November.

Dark Red Northern Spy. Genuine Northern Spy of vivid red. Good keeper; shipper.

Hyslop Crab. Large. All-over red. August.

McIntosh Red. Large crimson fruit, slightly acid. Good keeper and shipper. October.



Yellow Transparent Apple

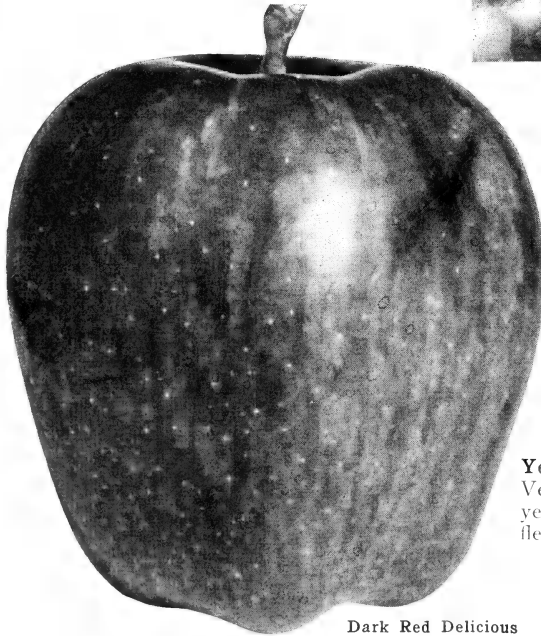
Rhode Island Greening. Cook it, keep it, eat it raw. Good until the ground starts to thaw. Large, greenish yellow. Abundant yielder. Dec.-April. Keeps best if picked early.

Stayman's Winesap. Bright red eater, cooker. Extra-large fruit; lots of it. Store it—it keeps—winter. Smells good, looks good, is good.

Wealthy. August and September. Fruit, medium size, pale yellow color, some red stripes. Fine quality.

Yellow Delicious. A taste that's mild and sweet. A shape that's plump and neat. Color, golden yellow. Productive. Good cooker. Bears young. Nov.-Dec.

Yellow Transparent. Very early. Large, yellow. White flesh. July



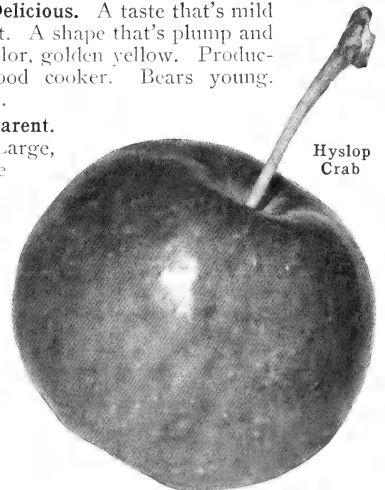
Dark Red Delicious

PRICES:

All apple trees; 2-year stock; 7/16 to 9/16 in. caliper

1 for \$0.75	3 for \$1.75	12 for \$ 5.70	50 for \$19.50
2 for 1.25	6 for 3.25	25 for 10.50	100 for 38.00

Important! Don't forget that you are allowed an extra dollar value for every five dollar cash value that you order. See full details on page 30.



Hyslop Crab



HALEHAVEN

Early Peach

How good that first home grown peach of the season tastes if it's a good variety! Here is one that is large, firm-fleshed; beautiful, golden-yellow inside; thick-meated, and —DELICIOUS. Let's say that again—Delicious!

A cross between J. H. Hale and South Haven, how could it be otherwise? It is the grand champion from two great champions.

Two Weeks Early!

Frost does not seem to bother it—heavy yielding—**two weeks earlier than Elberta**—a great money-maker. Fruit beautifully colored; beautifully shaped; flesh, thick, wholesome, delicious. PERFECT FREESTONE.

Often bears second year after planting. See prices at left below.

PRICES

All Peach Trees Except Red-Haven

1-yr., 7/16" caliper

1 for \$0.67	12 for \$ 4.74
2 for 1.09	25 for 8.50
3 for 1.51	50 for 15.50
6 for 2.77	100 for 30.00

Important Cultural Note

Plant peaches 18 to 20 feet apart in ordinary well-drained sandy loam soil.

Fertile Hale: Plant Patent No. 175. Hale! Hale! A new and better Hale! Yes, a Fertile Hale! Buy it, plant it, and enjoy its large, beautiful freestone fruit. Flesh plump, yellow, and delicious. A little later than Elberta. Prices above. Try it!

OTHER PEACHES

Champion. Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

Early Crawford. Magnificent large, yellow freestone. Delicious. Fine canner. Early September.

Elberta. Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

J. H. Hale. Flesh yellow and sweet. Good canner and shipper. Largest commercial freestone. Early September.

South Haven. Fine flavor. Flesh yellow, sweet. Showy exterior—early. Freestone. September 1st.

Red Haven: New peaches are coming forward by leaps and bounds, and here's one that jumps way out in front! It's Red! It's Good! It's early—real early! It bears heavily. MAKES MONEY. Try it. Prices: 7/16 in. caliper, \$1.00 each; 2 for \$1.75; 4 for \$3.25.

For Quick Profits from Peaches

Plant Strawberry plants between your rows of Peach trees in a new orchard. Strawberries will make money while you are waiting for the trees to come into bearing. About three rows of Strawberries can be planted between each two rows of Peaches.

COPE'S Seedless Pear

Plant Pear trees 18 to 20 feet apart. Ordinary soil will do, but clay loam is best.

New Seedless Pear

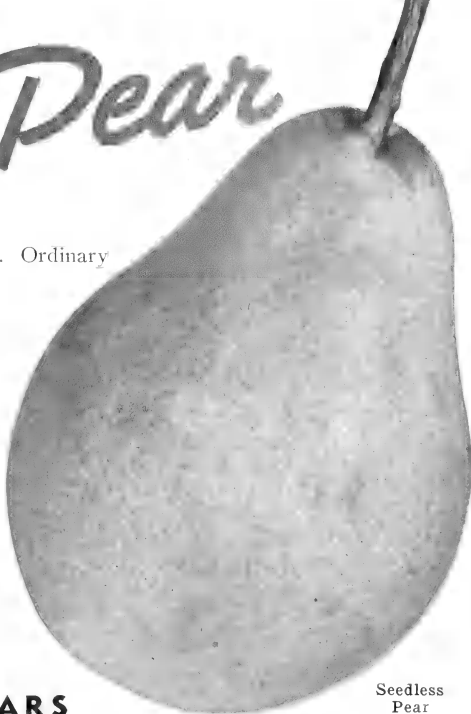
Most good pears melt in your mouth—and then leave a handful of seeds. **This new pear just melts in your mouth.**

Yes, it is delicious, and—it has no seeds or core. What an improvement in eating!

In flavor, size, shape, and color, Cope's Seedless Pear is very similar to Bartlett—just does not have seeds or core. And in addition, it is remarkably free from blight.

Starts producing in three years, and usually gives full crop in five years. **Ripe ten days after Bartlett**, when good pears are scarce, hence **brings good prices** on the market, and will be a **delight on the table**.

Prices: 2½' to 3', well branched trees, 1 for \$1.50; 2 for \$2.75; 3 for \$4.00; 6 for \$7.75; 12 for \$14.70; 25 for \$29.75.



Seedless
Pear

OTHER PEARS

All Pears are well branched trees, 7/16-in. caliper or larger.

Bartlett. Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears in September.

Clapp's Favorite. Very large and handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. Bears August.

Kieffer. Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears Oct.-Nov.

Seckel. Small fruit, light russet, with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October.

Prices: (All Pears except Seedless): 1 for 77c; 2 for \$1.29; 3 for \$1.81; 6 for \$3.37; 12 for \$5.94; 25 for \$11.00; 50 for \$20.50; 100 for \$40.00.

FOR QUICK PROFITS

Plant strawberries between your pear trees—about three rows of strawberries between each two rows of pears.

Orange Quince

How about some nice waffles or pancakes with delicious quince honey? You'll find them much better than with syrup. Every home owner should have a Quince tree in his back yard for jellies, preserves, Quince honey and other uses.

Also fine profit maker. Trees are extra hardy.

Apricot

Hardy in North. Intermediate between peach and plum. Delicious and easy to grow. Very profitable on the market.

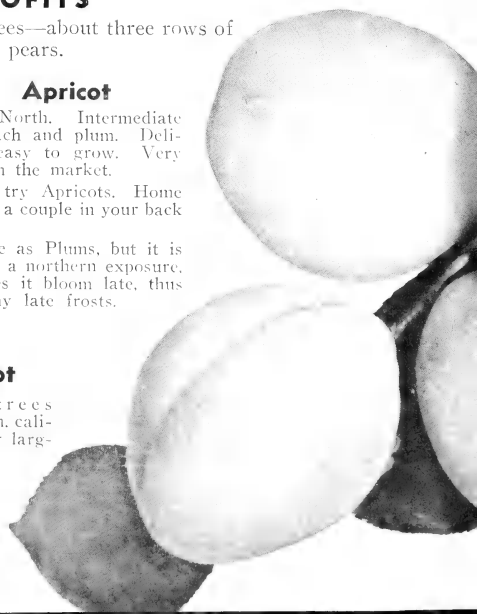
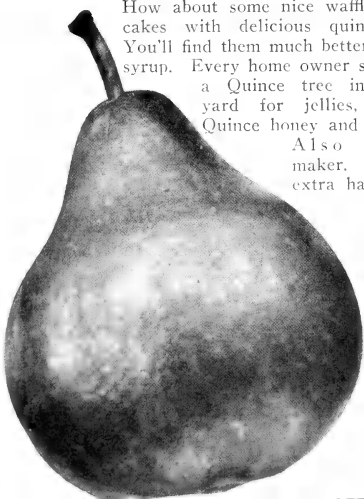
Orchardist, try Apricots. Home owner, have a couple in your back yard.

Grown same as Plums, but it is best to give a northern exposure, which makes it bloom late, thus avoiding any late frosts.

PRICES

Quince and Apricot

1 for \$.92	All trees 7/16 in. cali- per or larg- er.
2 for	1.59	
3 for	2.26	
6 for	4.27	
12 for	7.74	
25 for	14.75	



PLUM TREES

Five Leading Varieties of Plums

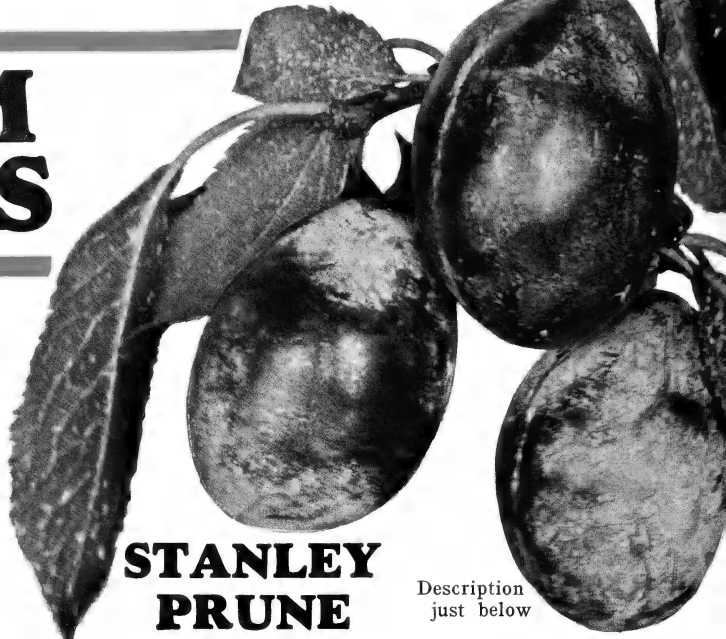
Superior. This is a new variety that produces very large fruit with firm flesh, beautiful red in coloring, and delicious in flavor. Peels easily just like a peach. Exceedingly hardy. Easy to grow, strong and healthy. Exceedingly good market variety. Flesh a rich yellow.

Burbank. Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.

Fellenberg. (Italian). Good-sized purple Plum. A good canner and ideal for drying. September.

Green Gage. Always a favorite, either for canning or table. High sugar content. September.

Lombard. Medium size. Fruit red. Very productive. A leading market variety.



STANLEY PRUNE

Description
just below

Plum Tree Prices

Finely branched 7/16 to
9/16 inch caliper

1 for	\$0.80	12 for	\$ 6.30
2 for	1.35	25 for	11.75
3 for	1.90	50 for	22.00
6 for	3.55	100 for	43.00

Stanley Prune. This is a Prune-type Plum, fine for cooking, fine for eating fresh. The fruit is large and dark blue; flesh greenish yellow; juicy, tender, firm, sweet; freestone; midseason. Cross between Agen and Grand Duke. **Prices same as Plum trees at left.**

Plant Plum trees 18 to 20 feet apart in any good, ordinary soil.



Be Ready for Profits

Wouldn't you give a pretty penny to know just exactly which fruits can be planted most profitably? This year we offer a number of new, and very fine fruits, such as cultivated Blueberries, Boysenberries, Seedless Grapes, California-type Grapes that are hardy in the North and East, and a new variety of Asparagus.

Don't guess as to whether or not these will do well for you. In most cases, we have such limited quantities, that we cannot yet offer them for commercial use, but you should order a few plants of each, and grow them for trial.

And, by the time we are able to offer the plants in commercial quantities at lower prices, you will know just which ones are best for you. You can go ahead with confidence, and plant for profit. You can make money, while your neighbors wonder how.

The smart grower proceeds just that way. Go through our catalog and read the descriptions of these "Novelties." We will give your trial order the same attention as if it amounted to \$100 or more.



Sour Cherries

Montmorency. Large, red fruit. Fine for canning or table. Sure bearer. Late June.

Early Richmond. Fruit medium size, red, juicy. Tree bears young. June.

Prices: All Sour Cherries, 7/16 in. caliper, 1 for 75c; 2 for \$1.25; 3 for \$1.75; 6 for \$3.25; 12 for \$5.70; 25 for \$10.50; 50 for \$19.50; 100 for \$38.00.

Sweet Cherries

Black Tartarian. Large, rich, black, sweet, delectable, June.

Royal Anne. Large, pale yellow, delicious. Red checks. Firm flesh. July.

Schmidt's Bigarreau. Large, black, dark flesh. July.

Windsor. Large, dark red. Late July.

CHERRY TREES

Plant all Cherry trees in good, well-drained soil, 18 to 22 feet apart. Strawberries can be planted between the rows for early profits.



Prices: All Sweet Cherry trees, 7/16 in. caliper, 1 for 97c; 2 for \$1.69; 3 for \$2.41; 6 for \$4.57; 12 for \$8.34; 25-\$16.00; 50-\$30.50; 100-\$60.00.

Send 'Em to College

Buy U. S. War Bonds



There is no better time than right now to provide a college education for your youngsters. War Bonds provide the ideal method of putting the money away, so that it will be ready when college time comes. For every \$3.00 you put in War Bonds now, you will get \$4.00 in return ten years later—and at the same time, you will be helping to win the war, a result that is important if America is to remain a haven of happiness and opportunity for you and yours.

War Bonds will also provide for building that new home you have been wanting, when materials again become available. It will provide a new automobile, when cars can again be bought. It will provide for anything else of a like nature, and the more War Bonds that are bought by American people, the sooner we can again have the things we desire, and the money will be available to buy them.

Provide for your future happiness now. Go to your bank or post office, and inquire about War Bonds. Make War Bond buying a sound, far-sighted habit.

THREE RIVERS, MICHIGAN

[25]



Kellogg's

Blackberries

Nothing is more delicious than a dish of good Blackberries and cream, or a wonderful Blackberry pie. Order Kellogg's Blackberry plants for most profit and delight—the purest, cleanest strain obtainable.

Alfred Blackberries

Alfred will really tempt your appetite, and make money. The beautiful, glossy black berries measure 1" by 1½", and are almost free from seeds or core. The best of all Blackberries for fresh eating; you will come back for more. Fine for pies and jams. Order Kellogg's fast growing, healthy, quick-yielding plants. **Hardy!**

Eldorado Blackberries

It will be a long time before any Blackberry will be very far superior to Eldorado. While we advise you to have the newer Alfred, we also advise Eldorado. Eldorado is a big, strong, hardy grower, and a heavy producer of big, sweet, delicious, jet black berries. Seldom injured by frost. Berries produced in large, beautiful clusters. They always bring top prices. We offer extra clean, pure, and healthy plants.

PRICES, ALFRED AND ELDERADO

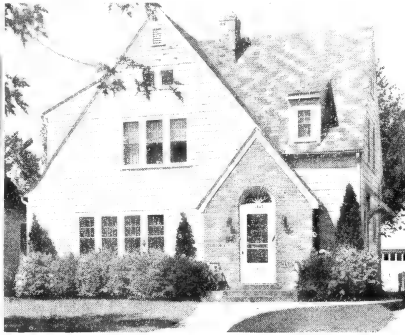
1-Year plants

12 for \$.67	100 for \$ 4.50
25 for 1.27	300 for 13.70
50 for 2.35	500 for 21.70
75 for 3.42	1000 for 42.50

All plants, choice first grade.

Let Your Lot Buy Your Home

Would you like a new home? Read how you can have it below.



You do not need to forget your plans for a new home. It is true, that priorities prohibit your getting the materials now, but you can plan for the future, and have the money on hand when you need it.

BUY WAR BONDS

Instead of foregoing your plans entirely, put your money in war bonds now, and these will be cashable later on when materials and labor can be had. At the same time, you will be helping to win the war.

FRUIT GROWING HELPS

Perhaps you have the lot now. Plant it in strawberries, or other small fruits, and put the profits in war bonds. The money you make will provide a substantial down payment on your home later on. With transportation restricted, there will be a big demand for home grown berries. You will have all the advantage, because very few berries will be shipped in.

See your bank or post office today about the advantages of United States War Bonds. You will be patriotic at the same time that you are providing for your own future.

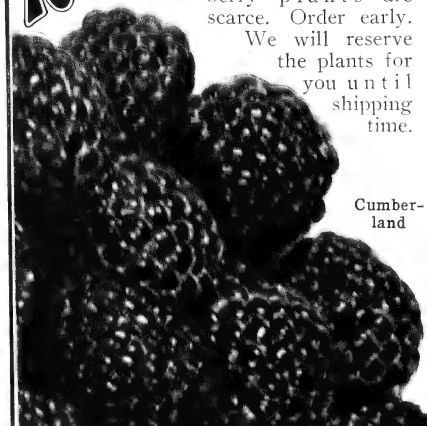


Kellogg's

Black

Good Black Raspberry plants are scarce. Order early.

We will reserve the plants for you until shipping time.



Cumberland

Kellogg's Red Raspberries

Order Red Raspberry plants early. Plants have been scarce for years. We will reserve the plants for one-third down payment

St. Regis Everbearing. Bears fall and summer. Strong grower, heavy producer. Hardy in all climates. Berries medium large, bright red, delicious.

Chief. The Earliest Red. Hardy and healthy, heavy yielder, fine deep red fruit. Large, excellent shipper.

Latham. The Late Red. Berries nearly one inch, deep red, not crumbly, delicious. Bears heavily. Hardy nearly everywhere. Fruits for years.

Taylor. Red. Bright, attractive, medium red, conical berries. Thick flesh, small cavities, firm. Plants vigorous and productive, canes sturdy.

Indian Summer — Everbearing. Summer and autumn crop. Fine, large, delicious, medium red berries. September until frost. Very hardy.

PRICES, ALL RED RASPBERRIES

1-Year Plants

12 plants \$.57	100 plants \$ 3.60
25 plants 1.04	300 plants 10.40
50 plants 1.90	500 plants 17.20
75 plants 2.74	1000 plants 33.50

Plant Red Raspberries 4 to 6 feet apart in rows which are 5 to 7 feet apart. Good soil, full sun.

Important! Order Blackberries and raspberries early. For years we have not had enough of these plants. You can have plants reserved by sending one-third of remittance.

Raspberries

Logan. Earliest of Blacks. Ripen a week ahead of Cumberland. Berries firm and solid—not crumbling—large, glossy, purplish black. Rich, spicy flavor. Sturdy grower, heavy yielder.

Cumberland Black Raspberry. The best mid-season black. Hardy, fruitful, strong, tall grower. Large, delicious berries. Easily grown.

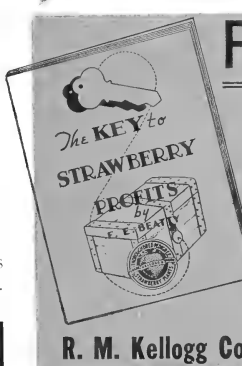
PRICES, LOGAN AND CUMBERLAND

1-Year Plants

12 plants \$.59	100 plants \$ 3.80
25 plants 1.09	300 plants 11.00
50 plants 2.00	500 plants 18.20
75 plants 2.89	1000 plants 35.50

[27]





FREE

With
Your
Order

A good book to have for all small fruits—not only strawberries, but raspberries, blackberries, grapes, and all. Tells how, from beginning to end. Sent free only if you ask for it, as supply is limited. Just say, "Key to Strawberry Profits" at bottom of your order, and it will be sent, free, postpaid.

R. M. Kellogg Co., **Three Rivers, Mich.**

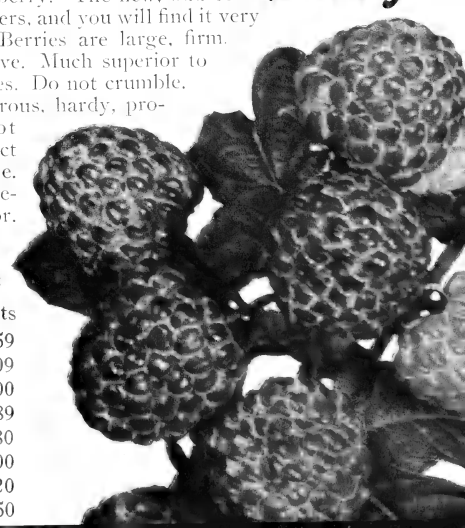
Sodus Purple Raspberry

Don't fail to try this delicious new purple raspberry. The new, odd color attracts buyers, and you will find it very profitable. Berries are large, firm, and attractive. Much superior to other purples. Do not crumble. Plants vigorous, hardy, productive—not easily subject to disease. Unique appetizing flavor.

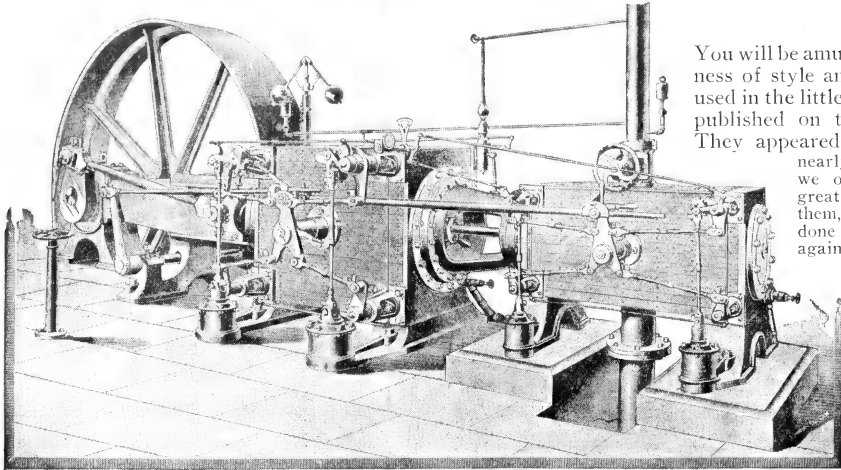
SODUS PRICES:

1-Year Plants

12— \$.59
25— 1.09
50— 2.00
75— 2.89
100— 3.80
300— 11.00
500— 18.20
1000— 35.50



Here's How We Used to Tell



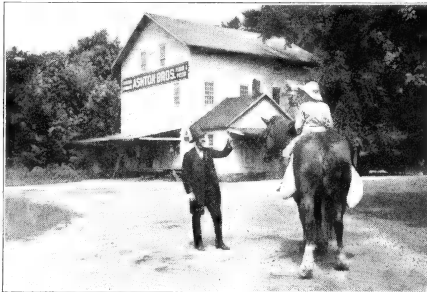
You will be amused at the quaintness of style and the arguments used in the little literary sketches published on these two pages. They appeared in our catalogs nearly 40 years ago, and we ourselves still take great delight in reading them, even after having done so time and time again. They will make you chuckle, yes, but they will make you think, too. There really is a difference in the productivity of strawberry plants and it will pay you to think before you buy, for

COMPOUND ENGINES AND STRAWBERRY PLANTS

Until within the past few years every steam engine wasted a large part of the power developed in the boiler. The engineer said no engine would ever be built which could use the

same steam twice, but they are doing it now. So too, the strawberry plant having in its body crude machinery wasted the "steam" and pressure of the "boiler" (manure and tillage). It

is not so now. New "machinery" has been developed in the plant which turns all waste into "Big, Red Berries." Read carefully, slowly, think hard, study each line and you will know the why, which, how and when about it.



Throw That Bag-Stone Away

THE GRANDDADDY BLIND

A person may be said to be granddaddy blind when he persists in following minutely in the steps of his father, grandfather and great-grandfather, and who cannot be induced to accept the marvelous discoveries growing out of modern specialism. Our ancestors knew nothing as to how plants lived, how they multiplied or why we can graft all sorts of fruit on different limbs of the same tree and get the same fruit as the tree from which the bud was taken.

The story of the bag-stone serves to illustrate the point. The families of our Puritan fathers all kept a bag-stone. There were few roads in those days and the grain was carried to mill on horseback, being put in one end of the bag and a great stone in the other end to make it balance. Other things were carried in the same way. One day a boy approaching a mill was accosted by a gentleman who told him to get off and throw out that great useless stone. The boy dismounted and the man helped him to take out the stone and divide the grain and put it back. The boy was delighted. He wondered why his father had not thought of that before. The horse walked better under the lighter load and he could get back home sooner. But he began to soliloquize. He regarded his father a smart man, his grandfather was a captain in the army and his great-



Putting Back the Bag-Stone

grandfather one of the selectmen of the town and he felt they were smarter men than the man who had coaxed him to throw away the family bag-stone. He began to doubt whether the miller could make good flour out of grain carried to mill without the regulation bag-stone and felt sure his father would trounce him for spoiling the grain in that way, and so returned, replaced the stone and felt he had narrowly averted a disaster by accepting the advice of a crank.

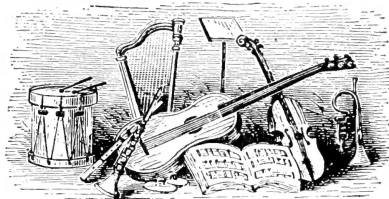
Just look around you and see how many useless appendages in the form of bag-stones are still being carried by the already overburdened man. Are you sure you are not granddaddy blind when you refuse to accept the aid of modern discoveries and divide the grain so you carry nothing but grain?

Look into your berry fields and see the barren plants or those having no machinery in their bodies to make berries and yet after the fashion of your fathers continue to throw coal (manure) under the boiler (plant) and force an engine (plant) with a broken valve to develop power (fruit). Now, my friend, the moral of this story is that a respectable majority of people in your community are now and will remain granddaddy blind in the berry business and you can throw out the bag-stone, adopt the better methods, be a leader, and build up a business you will really enjoy and provide liberally for your family and old age.

after all the plants are only a small part of the expense, and a few dollars saved now may cost you heavily at fruiting time.

With only one exception, the pictures published here are identical with those published nearly 40 years ago. The articles are reprinted word for word. The pictures that had to be made new are the two of the boy and the horse, and they are so nearly like the originals that we ourselves would not recognize the difference except by having the two side by side.

Read them and laugh for a good laugh is good for the soul, especially in these harried times.



THE FIRST AND SECOND FIDDLER

The first fiddler is a high priced fellow. He has won a reputation for furnishing fine music and he need not and will not play for less than \$25 per night—often much more than that. They send for him from far and near. He takes pride in his business, uses only the best fiddle to be obtained, and never furnishes second-class music. He finds a world of pleasure in his business, has a delightful home and pleasant surroundings, with a good bank account, and looks at his whole life work as a magnificent entertainment.

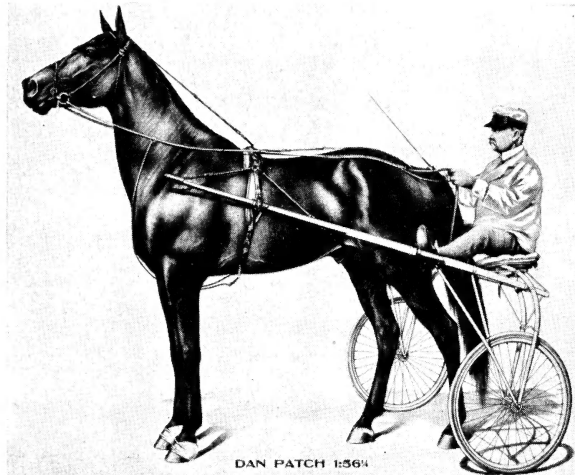
The second fiddler, with which the world seems abundantly supplied, plays for his supper (generally the second table), and picks up short odd jobs as he can get a pittance for doing, lives in a hovel, wears poor clothes and sees disappointment and gloom everywhere.

Young man, do you see a moral in this comparison? Look around you and see how many "second fiddlers" there are in the berry business in your community. Ask your grocer who is growing strictly fancy fruit and you will be surprised at his answer.

Do you not see an opening for a clean, neat and profitable business? Don't be a wage earner all your life, but get the best piece of land you can and stock it with thoroughbred plants and pitch in. Don't play second fiddle.

If there is anything you don't understand write me full particulars and my experience is at your service. It affords me a world of pleasure to give pointers and boost a young man into place as "first fiddler" in the berry business.

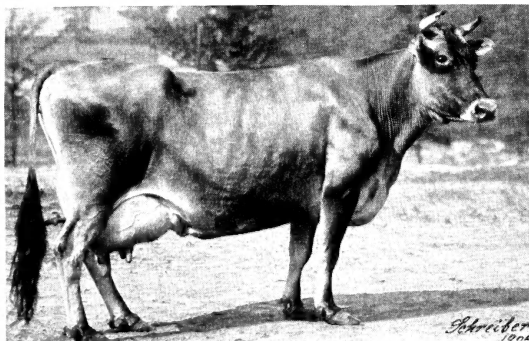
Note:—Our file of old catalogs starts with 1904, although we started business in 1885. Some of you may have copies of older issues. If so, write us, and we will make you an offer.



DAN PATCH 1864

This is Dan Patch. He holds the fastest record of any harness horse in the world. He is bred up from a long line of ideal ancestors that also hold fast records. With such skillful breeding by selection and with the assistance of a careful driver it has been made possible for Dan Patch to pace a mile in one minute, fifty-six and one-fourth seconds. On account of his high breeding and speed combined. Mr. M. W. Savage, proprietor of the International Stock Food Co., Minneapolis, Minnesota, paid the enormous sum of \$60,000 for him; he is now valued at \$150,000. Many of his colts bring \$1,000 to \$1,500 when one day old. What difference does the first cost make so long as his offspring

pays a big dividend on the investment, beside winning all the big purses, never having lost a race? He only weighs 1,200 pounds; his owner was not buying common horse flesh at \$50 per pound, but the pedigree, showing his get, was what placed the value. Size and weight is a small consideration; minutes and seconds are what count. The great horsemen are now breeding to this wonderful speeder, paying fabulous prices, hoping to get something to still beat his record. It's just as impossible to win a big purse in the great horse races with a weak and poorly developed horse as it is to win big purses in the great strawberry race with weak and poorly developed plants.



Loretta D., America's Champion Dairy Cow

LORETTA D., AMERICA'S CHAMPION DAIRY COW

This is Loretta D., the beautiful Jersey that easily won the well-earned title, "Champion Cow of the World," during the 120-days' test at the St. Louis Exposition. She gave 5,802 pounds of milk, which made 330 pounds of butter, with a net profit of \$67.74, at the same time consuming less feed than any other cow in the competition. A young son of Loretta D. recently sold for \$1,250 to head one of the best Jersey herds in New York State. The gland system of this wonderful milk producer has remarkable power to convert food into butter fat. This power is inherited from her ancestors, as she comes from one of the best bred and most carefully selected herds in the country. Dairymen are willing to pay fabulous prices for her calves in order to improve their own herds and thus increase the butter-making power at a less cost for feed.

THREE RIVERS, MICHIGAN



Extra Plants Free of extra charge

With a cash order amounting to \$5.00 or more, you may select an extra \$1.00 value free of extra charge.

With a cash order amounting to \$10.00 or more, you may select an extra \$2.00 value free of extra charge.

With a cash order amounting to \$15.00 or more, you may select an extra \$3.00 value free of extra charge.

With a cash order amounting to \$20.00 or more, you may select an extra \$4.00 value free of extra charge.

With a cash order amounting to \$25.00 or more, you may select an extra \$5.00 value free of extra charge.

And so with every \$5.00 cash value that you order you may select an extra \$1.00 value free.

THIS is the offer that makes the first cost of Kellogg plants really less than many others of inferior quality. It allows you values so great that you cannot afford to overlook it. Read the schedule of extra plants allowed at the right above.

You may select any plants you wish from our catalog. There are no restrictions. And, the plants will be the same high grade quality that you would receive if you paid cash for them. They are covered by the same liberal guaranty.

Simply make up your order for plants in the regular way, then look at the schedule and determine what value you get in free plants, and then add them to your order.

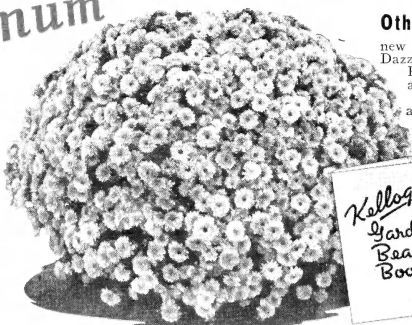
Watch Your Order

Often orders amount to \$4.75, \$4.85, or some similar amount. A \$4.85 order does not get the \$1.00 value free, but by ordering only 15c worth more, it would be raised to \$5.00, and would earn the extra \$1.00 value. 25c worth added to a \$4.75 order does the same, and so on.

In many ways, a large order is just as easy and cheap to handle as a small one, and this is Kellogg's way of giving you the benefit of the savings. Should any orders come in of proper size, without a free selection, we will select premium plants, but prefer that customers select their own, for better satisfaction.

TRADE MARK Azaleamum the Greatest Flower of All

Here is the amazing plant that produces 600 to 1,000 blooms at a time, first year, sometimes more. Now we have it in two new colors, and flowers of improved form. Summer Sunset of opalescent shades, and Summer Gold, large-flowered, beautiful, golden. Write for free Garden Beauty Book and see them illustrated large size in color.



Other Beautiful Novelties are the new new Phlox Pinkette, Rosy Blue and Bright Eyes, Dazzler Everblooming Carnation and Carnation Rose Unique, New Shasta Daisy Eastern Star, and dozens of other rare and beautiful flowers. Everyone loves flowers, and we know you are no exception. Kellogg's are known for the newness and outstanding desirability of their flowers. Write for our new . . .



FREE Catalog

Kellogg's Free Garden Beauty Book is considered the outstanding flower catalog by many because it is so full of rare and unusual flowers, and is so plainly written, and well-illustrated—colors. Write a postcard. **R. M. Kellogg Co., Three Rivers, Mich.**

We will Answer Your Letters

We Give FREE SERVICE

on all your planting problems

Do you want help in planning your strawberry garden, or other venture in small fruit? We will be glad to help you, so do not hesitate to write.

Home gardener or commercial grower, beginner or man of experience, letters from all of you will receive the same careful care.

We will even help you in making up your order,

Please

(1) **Write Plainly** on one side of the sheet only; leave margins at the sides, and space between questions.

(2) **If You Want Us to Recommend Number of Plants**, give size of ground—number of acres, or dimensions in feet or yards.

(3) **If You Want Us to Recommend Varieties**, describe your soil. Tell us what vegetables, flowers, or other crops already grow successfully. Don't send soil samples. Answers to the foregoing questions serve much better.

(4) **State What Type Plants You Are Interested In**—Boysenberries, Blueberries, Strawberries, Cane Plants, Grapes, etc. We will answer all questions, and there are very few that baffle us. The chances are that most questions you may ask have been answered before, so do not hesitate to write. The biggest cause of failure to answer questions is

due to illegible writing, so again we urge you to write plainly, with questions well spaced.

Write today and see what Kellogg's Free Service can do for you.

We Help With Your Order—We can tell you what plants you need, and make out an order for your approval.

if you wish. Just tell us the size of ground you have, its general characteristics, and any other information you can, and we will tell you what plants you ought to use, and how many it will take. You may state whether most interested in strawberry plants, fruit trees, or other plants. Valuable information is the nearness and size of your market.

Below are a few suggestions which will help us to answer efficiently, if followed:



GUARANTY

We guarantee stock to be just as represented or order refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 10th.

No refills will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. This guaranty not good in Washington, Oregon, California, Arizona, District of Columbia, and Minnesota.

Refills

Refills per this guaranty will be made during the current shipping season if reports are received in time. Otherwise they will be made during the following season. Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

Order Carefully—Help Us Avoid Mistakes

Read these instructions

SEND PAYMENT in full with all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. **No C.O.D.**

SHIPPING TIME. You may indicate the approximate time you want the plants shipped, and we will ship between the dates indicated or **check REGULAR** if you want us to use our own judgment.

SEND MONEY accepted safe methods. Unregistered currency sent at your risk.

SHIPMENT. Unless you instruct us differently, or unless parcel post is really best, we will ship best method. You are to pay shipping charges.

All Members of a Family should preferably order under one name.

POSSIBLE SALES TAX. Should a federal sales tax law be enacted, please add the proper amount to your order, as our prices do not include anything for tax. **Please! Cancellations** or changes not permissible during shipping season. **Plants not returnable for credit.**

R. M. Kellogg Co., Three Rivers, Mich.

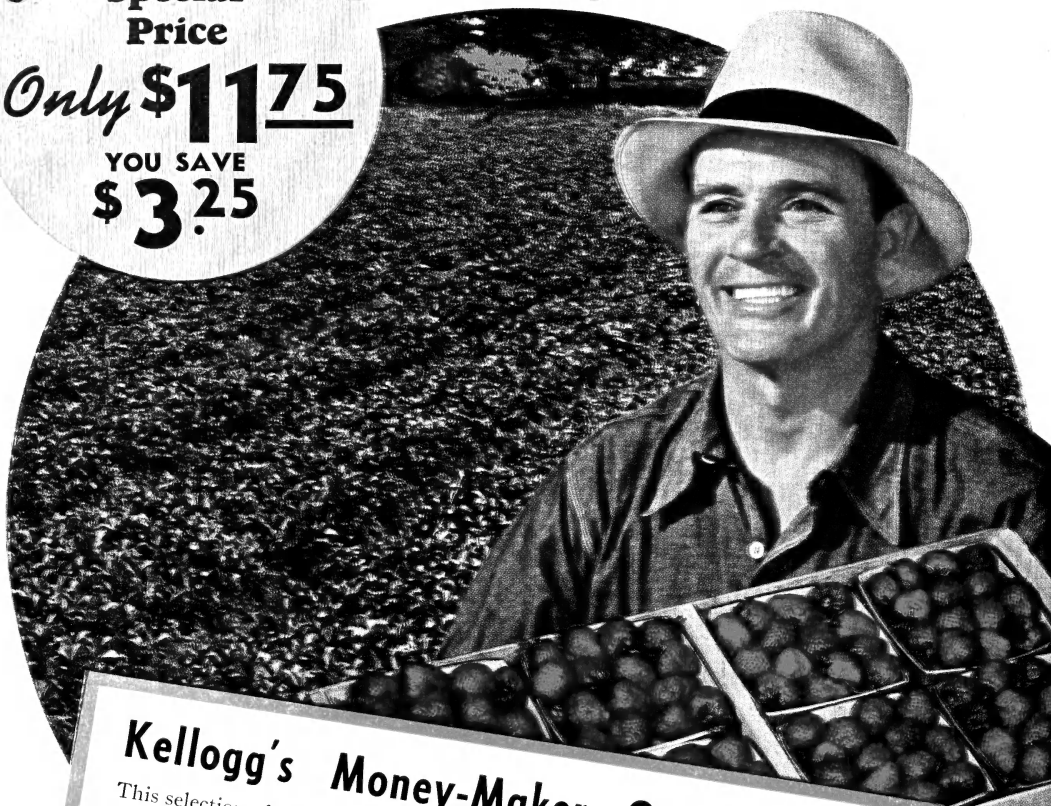
Kellogg's

Money Maker Quarter Acre!

**Special
Price**

Only \$11.75

**YOU SAVE
\$3.25**



Kellogg's Money-Maker Quarter Acre

This selection of plants is the ideal start for you in the small fruit growing business—just right for **one-man care, in spare time**. And, it provides **health-building recreation** at the same time that it is making you money. What could be finer?

Don't doubt the money-making possibilities of strawberries now. They will sell fast at good prices. Remember, **transportation is being restricted**, and there will be very little competition from shipped-in berries. And remember that Kellogg plants are the ones that **really make money**. See pages 10 and 11.

Kellogg's Money-Maker Quarter Acre is made up of our best varieties, and fruits from early to late. Order now, and get a good start in a money-making recreation.

500 Kellogg's Premier (early)	\$4.25
500 Fairfax (midseason)	3.75
500 Blakemore (midseason)	3.25
500 Big Late (late)	3.75

Total Value	\$15.00
Special Price Only	\$11.75
Our biggest bargain—You Save	
Try it! You'll like it!	\$3.25



R. M. KELLOGG COMPANY

Three Rivers, Michigan